

Creative Placemaking Field Assessment Survey

Based on The Strong Field Framework

Italicized indicates survey logic

Introduction

ArtPlace America, Arizona State University, and the Kresge Foundation are conducting research into the strengths and areas of opportunity of the **creative placemaking** field. Your insight is highly valued and will be used to inform these partners' strategic priorities for supporting the field over the coming years. **Your responses will be kept anonymous and aggregated with others, so please be candid.** If you have previously completed this survey, thank you; there is no need to complete it again. The survey should take **10 minutes** to complete. Thank you for your time.

Your association with creative placemaking

1. What best describes you or your organization? *[select one]*
 - a. Artist
 - b. Arts and culture organization
 - c. Art service organization
 - d. Arts agency
 - e. Designer / design agency
 - f. Community planning & development organization
 - g. Government, not an arts agency (Tribal / Municipal / County / State)
 - h. Academia / Higher education
 - i. Commercial entity
 - j. Civic / Social / Faith-based
 - k. Funder
 - l. Other *[open ended]*

[If (a), (b), or (d) go to questions 2 and 3, and skip 4 and 5]

[All other go to 4 and 5]

[Next two questions for artists / arts organizations only]

2. How would you describe the artistic discipline(s) in which you or your organization primarily works? *[select up to three]*
 - a. Craft and culinary arts
 - b. Dance
 - c. Design and architecture
 - d. Film and media
 - e. Folk and traditional arts

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- f. Literature
 - g. Music
 - h. Theater and performance
 - i. Visual arts
 - j. Other *[open ended]*
3. How would you describe the community development sector(s) that you or your organization interacts with most? *[select up to three]*
- a. Agriculture and food
 - b. Economic development
 - c. Education and youth
 - d. Environment and energy
 - e. Health
 - f. Housing
 - g. Immigration
 - h. Policy
 - i. Public safety
 - j. Transportation
 - k. Workforce development
 - l. Other: *[open ended]*

[Next two questions for organizations other than artists / art organizations]

4. How would you describe the sector(s) in which you or your organization primarily work(s)? *[select up to three]*
- a. Agriculture and food
 - b. Arts and culture
 - c. Economic development
 - d. Education and youth
 - e. Environment and energy
 - f. Health
 - g. Housing
 - h. Immigration
 - i. Policy
 - j. Public safety
 - k. Transportation
 - l. Workforce development
 - m. Other: *[open ended]*
5. How would you describe the artistic discipline(s) that you or your organization interacts with most? *[select all that apply]*
- a. Craft and culinary arts
 - b. Dance
 - c. Design and architecture
 - d. Film and media
 - e. Folk and traditional arts
 - f. Literature
 - g. Music

- h. Theater and performance
 - i. Visual arts
 - j. Other *[open ended]*
6. Creative placemaking describes work in which art, culture, and design play an intentional and integrated role in place-based community planning and development. Which of the following best describes your level of awareness of “creative placemaking”? *[select one]*
- a. I have never heard the term before
 - b. I have heard the term before but am unclear as to what it means or how it could affect my work
 - c. I am familiar with creative placemaking but do not consider it a significant aspect of my work
 - d. I am familiar with creative placemaking and it has been a part of my work in the past
 - e. I am very familiar with creative placemaking and consider it critical to my work
7. We are interested in understanding the level of affiliation that you have with individuals and organizations who work in **creative placemaking**. Please identify the extent to which you agree with the following statements on a scale of 1-5 where 1 indicates “Strongly disagree” and 5 indicates “Strongly agree.” *[1-5 scale for each statement, with an option for “I don’t know/unsure.” Label as 1: “Strongly disagree”, 5: “Strongly agree”]*
- a. I have an affiliation with other individuals and organizations working on creative placemaking **in my local community**
 - b. I have an affiliation with other individuals and organizations working on creative placemaking **nationally**
 - c. **It is important to me** that there are individuals and organizations working on creative placemaking efforts **nationally**

Field Assessment: Shared Identity and Standards of Practice

8. You will now be asked about various aspects of the creative placemaking field **as a whole**. Please identify the extent to which you agree with the following statements on a scale of 1-5 where 1 indicates “Strongly disagree” and 5 indicates “Strongly agree.” *[1-5 scale for each statement, with an option for “I don’t know/unsure.” Label as 1: “Strongly disagree”, 5: “Strongly agree”]*
- a. The individuals and organizations working across the creative placemaking field share a common goal for their work
 - b. The individuals and organizations working in the creative placemaking field share a set of common beliefs and values that guide their work
 - c. Methods and practices for conducting creative placemaking efforts are recognized by practitioners of creative placemaking
 - d. Reference materials for creative placemaking (e.g., how-to guides, case studies) are widely available
 - e. There are individuals / organizations that support the implementation of creative placemaking efforts (e.g., individuals who can be consulted, technical assistance)
 - f. There is creative placemaking training that is accessible and relevant to me
9. Please elaborate on any of your responses above *[open ended]*

Field Assessment: Knowledge Base

10. Please identify the extent to which you agree with the following statements on a scale of 1-5 where 1 indicates “Strongly disagree” and 5 indicates “Strongly agree.” [1-5 scale for each statement, with an option for “I don’t know/unsure.” Label as 1: “Strongly disagree”, 5: “Strongly agree”]
- There is documented evidence of the benefit of creative placemaking
 - Measures of success for creative placemaking are well-defined
 - There are people in the field working to measure the benefits of creative placemaking
11. Please elaborate on any of your responses above [open ended]
12. Please identify the extent to which you consult resources (e.g., conferences, websites, publications) related to each of the following on 1-5 scale, where 1 indicates “I rarely or never consult resources on this topic” and 5 indicates “I constantly consult resources on this topic.” [1-5 scale for each statement, with an option for “I don’t know/unsure.” Label as 1: “I rarely or never consult resources on this topic”, 5: “I constantly consult resources on this topic”]
- Resources related to **community planning and development**
 - Resources related to **arts, culture, and design**
 - Resources specifically related to **creative placemaking**
13. Please name the one or two sources of knowledge (e.g., conferences, websites, publications) that you use most [open ended]

Field Assessment: Leadership and Grassroots Support

14. Please identify the extent to which you agree with the following statements on a scale of 1-5 where 1 indicates “Strongly disagree” and 5 indicates “Strongly agree.” [1-5 scale for each statement, with an option for “I don’t know/unsure.” Label as 1: “Strongly disagree”, 5: “Strongly agree”]
- There are influential individuals or organizations leading efforts to strengthen the field of creative placemaking
 - The individuals or organizations that are leading creative placemaking efforts come from multiple segments of the field (e.g., government, arts and culture, community development, philanthropy)
 - The individuals or organizations that are involved in creative placemaking efforts are representative of diverse racial and ethnic communities
 - Community planning and development decision makers **in my local community** support creative placemaking efforts
 - Community planning and development decision makers **in my state** support creative placemaking efforts
 - National** community planning and development decision makers support creative placemaking efforts
15. Please elaborate on any of your responses above (e.g., the nature of support given or needed) [open ended]

Field Assessment: Funding and Supporting Policy

16. Please identify the extent to which you agree with the following statements on a scale of 1-5 where 1 indicates “Strongly disagree” and 5 indicates “Strongly agree.” [1-5 scale for each statement, with an option for “I don’t know/unsure.” Label as 1: “Strongly disagree”, 5: “Strongly agree”]
- Laws, regulations, and policy are supportive of creative placemaking where I do my work
 - There is dedicated money available for creative placemaking efforts at the **national** level
 - There is dedicated money available for creative placemaking efforts at the **local** levels
 - The **funding streams** for creative placemaking come from diverse sources (i.e., funding for creative placemaking is not dependent on dedicated funding alone)
17. Please elaborate on any of your responses above (e.g., specific laws, regulations, funding that are relevant to creative placemaking) [open ended]
18. Overall, creative placemaking is a strong field. [1-5 scale, 1: “Strongly disagree”, 5: “Strongly agree”]

Prioritization of Actions (new page)

19. What actions would you prioritize to strengthen the creative placemaking field? [select up to 5]
- Provide additional training for practitioners
 - Articulate and clarify the purpose and values of creative placemaking
 - Build resources to support implementation of creative placemaking work (e.g., technical assistance guides, consultants)
 - Create standards of practice for creative placemaking practitioners
 - Identify practices to engage community in creative placemaking efforts
 - Include creative placemaking as a component of education for community planning and development professions
 - Include creative placemaking as a component of education for artists and designers
 - Create new credentialing and licensure programs that focus on creative placemaking
 - Provide opportunities for practitioners to share best practices and ideas
 - Invest in measurement of outcomes of creative placemaking
 - Mobilize grassroots support for more creative placemaking
 - Influence community development decision makers to adopt / support creative placemaking practices
 - Increase diversity of funding streams for creative placemaking
 - Increase dedicated funding for creative placemaking
 - Advocate for systemic integration of creative placemaking-friendly policies at **city / town level**
 - Advocate for systemic integration of creative placemaking-friendly policies at **state / national level**
 - Other: [open ended]
 - Other: [open ended]
 - Other: [open ended]

If (b) go to question 20

All others, go to question 21

20. Please provide more detail into the types of training you would like to see provided *[open-ended]*

Demographics (new page)

Reminder: results will be kept anonymous. Your answers to the following questions will be used to understand the diversity of the field and to identify trends across stakeholder groups.

21. What best describes the geographic scale of your work? *[select one]*

- a. Local
- b. State
- c. Regional
- d. National
- e. Other *[open ended]*

22. Please provide your organization's zip code (or your zip code if you are unaffiliated): *[open ended, program check for 5 digits]*

23. Please indicate if you or your organization works in the following types of geographic communities. Please select all that are a significant portion of your work.

- a. Urban
- b. Suburban
- c. Rural
- d. Tribal

24. Please provide your age *[open ended]*

25. I would report my Race/Ethnicity as: *[Can select more than one option]*

- a. American Indian or Alaska Native (not Hispanic or Latinx)
- b. Asian (not Hispanic or Latinx)
- c. Black or African American (not Hispanic or Latinx)
- d. Hispanic or Latinx
- e. Native Hawaiian or Other Pacific Islander (not Hispanic or Latinx)
- f. White (not Hispanic or Latinx)
- g. Choose not to disclose

Exit

Thank you for taking the time to complete this survey. We may be interested in following up with you for further information. **If you are willing to be interviewed, please enter your email in the box below.** Note that your email will not be tied to your survey responses. Please feel free to forward this survey to your peers who may be interested in sharing their perspective.

Email (optional) *[open ended]*